

AGENDA MEMO

CITY COUNCIL MEETING DATE: NOVEMBER 7, 2007

DEPARTMENT: PLANNING AND DEVELOPMENT

ITEM DESCRIPTION: RQR-24171 - APPLICANT: CBS OUTDOOR - OWNER: SAHARA RANCHO OFFICE CTR LLC

**** CONDITIONS ****

The Planning Commission (6-0 vote) and staff recommend APPROVAL, subject to:

Planning and Development

1. This Special Use Permit shall be reviewed in three (3) years at which time the City Council may require the Off-Premise Advertising (Billboard) Sign be removed. The applicant shall be responsible for notification costs of the review. Failure to pay the City for these costs may result in a requirement that the Off-Premise Advertising (Billboard) Sign is removed.
2. The Off-Premise Advertising (Billboard) Sign and its supporting structure shall be properly maintained and kept free of graffiti at all times. Failure to perform the required maintenance may result in fines and/or removal of the Off-Premise Advertising (Billboard) Sign.
3. The property owner shall keep the property properly maintained and graffiti-free at all times. Failure to perform required maintenance may result in fines and/or removal of the Off-Premise Advertising (Billboard) Sign.
4. If the existing off-premise sign is voluntarily demolished, this Special Use Permit shall be expunged and a new off-premise sign shall not be permitted in the same location unless a Special Use Permit is approved for the new structure by the City Council.
5. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

** STAFF REPORT **

PROJECT DESCRIPTION

This is a request for a required Two Year Review of an Approved Variance (V-0154-94) which allowed a 90-foot tall 14-foot by 48-foot Off-Premise Advertising (Billboard) Sign at 2320 South Rancho Drive.

BACKGROUND INFORMATION

| <i>Related Relevant City Actions by P&D, Fire, Bldg., etc.</i> | |
|---|--|
| 12/21/94 | The City Council approved a Review of Condition [Z-0030-73(1)] of the approved Rezoning to modify Condition No. 5 to allow a billboard use where such use was prohibited by condition. Concurrently, the City Council considered a Variance (V-0154-94) to allow an off-premises advertising (billboard) sign to be 55 feet above an elevated freeway (Interstate 15) where 30 feet above the elevated freeway is the maximum height allowed. The height Variance was not approved, but the off-premises advertising (billboard) sign as a use was approved, thereby granting, in effect, a Special Use Permit for an off-premise advertising (billboard) sign on this site. |
| 01/19/00 | The City Council approved a Required Five Year Review [V-0154-94(1)] of the approved Variance (V-0154-94) to allow a 14 foot by 48 foot off-premises advertising (billboard) sign on this site, subject to a two-year review. The Planning Commission and staff recommended approval on December 7, 1999. The Planning and Development Department recommendation was for approval. |
| 02/20/02 | The City Council approved a Required Two Year Review [V-0154-94(2)] of the approved Variance (V-0154-94) to allow a 14 foot by 48 foot off-premises advertising (billboard) sign on this site, subject to a two-year review. The Planning Commission recommended approval on January 10, 2002. The Planning and Development Department recommendation was for approval. |
| 04/07/04 | The City Council approved a request is for a Required Two-Year Review for an approved Variance (V-0154-94), which allowed a 14 foot by 48 foot off-premises advertising (billboard) sign at 2320 South Rancho Drive. The Planning Commission and staff recommended approval. |
| 10/11/07 | The Planning Commission voted 6-0 to recommend APPROVAL (PC Agenda Item #10/ng). |
| <i>Related Building Permits/Business Licenses</i> | |
| 01/20/95 | A building permit for the subject Off Premise Advertising (Billboard) Sign was issued. A final inspection was conducted on 03/15/95. |
| <i>Pre-Application Meeting</i> | |
| A pre-application meeting is not required, nor was one held. | |
| <i>Neighborhood Meeting</i> | |
| A neighborhood meeting is not required, nor was one held. | |

| Field Check | |
|--------------------|--|
| 09/07/07 | A site inspection was conducted and photographs were taken. The sign appeared in good structural condition. It is noted that there was graffiti on the pole. This shall be required to be removed. |

| Surrounding Property | Existing Land Use | Planned Land Use | Existing Zoning |
|-----------------------------|---------------------------|--|---|
| Subject Property | Offices | SC (Service Commercial) | C-1 (Limited Commercial) |
| North | Single Family Residential | L (Low Density Residential) | R-1 (Single Family Residential) |
| South | Sahara Right-of-Way | Sahara Right-of-Way | Sahara Right-of-Way |
| East | I-15 Right-of-Way | I-15 Right-of-Way | I-15 Right-of-Way |
| West | Offices | SC (Service Commercial) L (Low Density Residential) | C-1 (Limited Commercial) R-1 (Single Family Residential) |

| Special Districts/Zones | Yes | No | Compliance |
|---|------------|-----------|-------------------|
| Special Area Plan | | X | N/A |
| Special Districts/Zones | Yes | No | Compliance |
| Special Purpose and Overlay Districts | | | |
| A-O Airport Overlay District (175-Foot) | X | | Y |
| Trails | | X | N/A |
| Rural Preservation Overlay District | | X | N/A |
| Development Impact Notification Assessment | | X | N/A |
| Project of Regional Significance | | X | N/A |

DEVELOPMENT STANDARDS

| Standards | Code Requirement | Provided | Compliance |
|------------------|--|------------------------------|-------------------|
| Location | No Off-Premise Advertising (Billboard) Sign may be located within the public right-of-way. May not be located within the Off-Premise Sign Exclusionary Zone except in exempted areas | Not within Exclusionary Zone | Y |

| | | | |
|---------------------------------------|---|--|---|
| Zoning | Off-Premise Advertising (Billboard) Signs are permitted in the C-1, C-2, C-M and M Zoning Districts only | Located within a C-1 (Limited Commercial) zoning district | Y |
| Area | No Off-Premise Advertising (Billboard) Signs shall have a surface area greater than 672 square feet, except that an embellishment of not to exceed five feet above the regular rectangular surface of the sign may be added if the additional area contains no more than 128 square feet. | 672 SF | Y |
| Height | No higher than 40 feet from grade at the point of construction | Maximum height of 90 feet from grade (V-0154-94) | Y |
| Screening | All structural elements of an Off-Premise Advertising (Billboard) Sign to which the display panels are attached shall be screened from view. | Screened | Y |
| Off-Premise Advertisement (Billboard) | At least 750 feet to another Off Premise Sign | 695 feet to another Off Premise Sign | N |
| Off-Premise Advertisement (Billboard) | At least 300 feet to the nearest property line of a lot in any "R" zoned district. | 600 feet from "R" zoned property to the west. | Y |
| Other | All Off-Premise Advertising (Billboard) Signs shall be detached and permanently secured to the ground and shall not be located on property used for residential purposes. | Permanently secured to ground; located on strictly commercial property | Y |

ANALYSIS

This is the fourth review of the subject Off-Premise Advertising (Billboard) Sign. A site inspection found graffiti on the Off-Premise Advertising (Billboard) Sign as depicted in the photographs taken on 09/07/07. Conditions of approval require the graffiti to be removed and ensure that the Off-Premise Advertising (Billboard) Sign shall remain graffiti free. The Off-Premise Advertising (Billboard) Sign is located in the parking lot of an office complex near an interchange with the I-15. The subject Off-Premise Advertising (Billboard) Sign is in good condition and does not pose a risk to the public health or general welfare. Approval of this request is recommended with a three year review.

FINDINGS

The subject Off-Premise Advertising (Billboard) Sign is in good condition and does not pose a risk to the public health or general welfare. Approval of this request is recommended with a three year review.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED

19

ASSEMBLY DISTRICT 9

SENATE DISTRICT 3

NOTICES MAILED 289 by City Clerk

APPROVALS 1

PROTESTS 0